

PRIVACY POLICY

Bajaj Electricals Limited, a company registered under the laws of India having its registered address at 45/47, Veer Nariman Road, Mumbai – 400001, Maharashtra (“**Bajaj Electricals**”), is committed to protecting the privacy of every individual on its website.

We collect certain data/ information including personal information when you share it with us through our website www.bajajelectricals.com (hereinafter, jointly referred to as “**website**”) or when it is generated by us in course of provision of various transactions on the website, purchases made through the website or while browsing the content that is made available by us (collectively, “**Services**”) or when a third party shares it with us in relation to Services.

This privacy policy (“**Privacy Policy**”) lays down the terms applicable for collection, storage, processing, disclosure and transfer of your Personal Information (defined hereinafter) which is collected or received by us. This Privacy Policy is in furtherance of Section 43A of the Information Technology Act, 2000 and Rule 4 of the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011 and Digital Personal Data Protection Act, 2023

The terms ‘**you**’ or ‘**your**’ refer to you as the user (registered or unregistered) who is browsing the website or availing of our Services, and the terms ‘**we**’, ‘**us**’ and ‘**our**’ refer to Bajaj Electricals.

1. CONSENT

- 1.1. By registering or by providing us your Personal Information, or by accessing or making use of the website or by availing or benefiting from the Services, you hereby consent to the collection, storage, processing, disclosure and transfer of your Personal Information in accordance with the provisions of this Privacy Policy.
- 1.2. You hereby acknowledge that you are providing your Personal Information to us out of your free will.
- 1.3. Given the nature of Services, we may receive your Personal Information from third parties (such as sellers on the Website or any other third-party). You hereby affirm that you have no objection to the receipt of your Personal Information from such third parties by us as long as we receive them for the Purposes described below. You hereby represent and warrant that the disclosure and transfer of your Personal Information by a third party to us in order for us to provide the benefit of our Services to you shall be deemed to have been done with your explicit consent and that we shall not be under any obligation to confirm the existence of such consent.
- 1.4. You hereby acknowledge and accept that the collection, storage, use, processing, disclosure and transfer of any Personal Information shall not cause any wrongful loss to you, if it is done in accordance with the provisions of this Privacy Policy.
- 1.5. You hereby acknowledge that you may choose to not provide us, or disallow us from collecting, your Personal Information. You will also have an option to withdraw your consent granted to us under this Privacy Policy at any point, provided such withdrawal of the consent is intimated to us in writing at [*]. If you elect to not provide us your Personal Information or if you withdraw your

consent at any point in time, we reserve the right to restrict or prohibit your access to our Website, and to some or all of our Services, without notice and without liability, and the same shall be effective as and when we are in receipt of such withdrawal made by you.

2. COLLECTION OF PERSONAL INFORMATION

2.1. We collect information when you register or access website or it contents , and further depending on the Services that you avail, we also collect additional information that is required (or desirable) to help us provide you with the Services.

2.2. The information that we collect includes:

- Name;
- Address (including country and pin/postal code);
- Location;
- Phone number/mobile number;
- Contact information like Email address, phone number, etc ;
- Login ID and password;
- User details as provided at the time of registration or thereafter;

(collectively, referred to as “**Personal Information**”).

2.3. We also collect certain information, which is not Personal Information, including but not limited to:

- Your usage details such as time, frequency, duration and pattern of use, features used and the amount of storage used;
- Master and transaction data and other data stored in your user account;
- Internet Protocol address, browser type, browser language, referring URL, files accessed, errors generated, time zone, operating system and other visitor details collected in our log files.
- Contact information, including email address
- Other information relevant to customer surveys and/or offers

3. HOW WE COLLECT PERSONAL INFORMATION

The methods by which we collect your Personal Information include but are not limited to the following:

- When you access and use our website
- When you register on our website ;
- When you provide your Personal Information to us in the course of availing of our Services;
- When a third-party shares your Personal Information with us as provided in this Privacy Policy;
- During the course of provision of Services;
- By the use of cookies (as more particularly described in our **Cookie Policy**).

4. USE OF PERSONAL INFORMATION

Your Personal Information may be used for various purposes including but not limited to the following:

- To build your profile on our website and to provide better and effective Services;
- For business purposes of Bajaj Electricals and its affiliate or group entities;
- To administer or otherwise carry out our obligations in relation to any agreement that you may have with us, or whose benefit you may be receiving from us;
- To operate and improve the website;
- To share with any third party user of the Website, for provision of specific Services you have ordered so as to enable them to provide effective services to you;
- To contact you via phone, SMS, WhatsApp, email, etc. in relation to the Services;
- To send promotional material that belongs to us or any of the users of the website via SMS, WhatsApp, email or postal mail;
- To transfer information about you, if we get acquired by or merged with another company;
- To respond to court orders, or legal process, or to establish or exercise our legal rights or defend against legal claims;
- To investigate, prevent, or take action regarding illegal activities, suspected fraud, violations of our **End-User Policy** or as otherwise required by law; and
- To aggregate Personal Information for research, statistical analysis and business intelligence purposes, and to sell or otherwise transfer such research, statistical or intelligence data in an aggregated or non-personally identifiable form to third parties and affiliates;

(*hereinafter*, severally and collectively referred to as “**Purpose**”)

5. SHARING AND TRANSFERRING PERSONAL INFORMATION

- 5.1. You hereby authorize and provide your express consent to us for discharging and transferring your Personal Information to any third party so long as such transfer is done in furtherance of a lawful contract between you and Bajaj Electricals, or a lawful contract entered by a third-party with Bajaj Electricals for your benefit, and that such disclosure and transfer is covered by the Purposes specified above.
- 5.2. You hereby authorize and provide permit us to disclose and transfer your express consent to us to exchange, use, transfer, share, part with all or any of your Personal Information, across borders and from your country to our affiliates / agents / third-party service providers / users / banks and financial institutions who may be located in any other country for the Purposes specified above or as may be required by applicable laws;
- 5.3. You hereby acknowledge and accept that some countries where we may transfer your Personal Information may not have data protection laws which are as stringent as the laws of your own country. To the extent feasible, prior to disclosing or transferring your Personal Information, Bajaj Electricals will place contractual obligations on the transferee which should contractually oblige them to protect your Personal Information.

6. SECURITY

We have adopted reasonable security practices and procedures in accordance with applicable laws to ensure that the Personal Information collected is secure. You agree that such measures are adequate for protection of your Personal Information. While we will endeavor to take all reasonable and appropriate steps to keep secure your Personal Information and prevent unauthorized access, you hereby acknowledge that the internet is not 100% secure and that we cannot guarantee the safety and security of your Personal Information. Therefore, you hereby admit that we will not be liable in any way in relation to any breach of security or unintended loss or disclosure of information caused by us in relation to your Personal Information.

7. THIRD PARTY LINKS

You may receive links and hyperlinks of third-party websites or links on our website or in course of receipt of the Services, or benefit of our Services, as the case may be. Such third-party websites links are governed by their own privacy policies and when you access such third-party websites, you will be governed by the terms of such third-party websites or links. We do not make any representations regarding the security of any of the external websites or links.

8. COMPLIANCE WITH INDIAN LAWS

The Website and Services are prepared in accordance with the requirements of and shall be governed by the laws of India.

9. TERM OF STORAGE OF PERSONAL INFORMATION

In the event you make a purchase of any goods or avail any Services on the website, Bajaj Electricals shall store your Personal Information for as long as may be reasonably required at the sole discretion of Bajaj Electricals, or for such period as may be required by Indian laws, from the last date of use of the website or Services. If you are inactive on the website or you delete your account,

we will retain your data for a period of [*] years from the date of last use or the date you put in a request for deletion of your account, as applicable.

10. CHANGES TO THE PRIVACY POLICY

We may update this Privacy Policy from time to time. If you do not agree to the revisions to the Privacy Policy, please do not use the website or avail our Service or the benefit of our Services any further. If you continue to do so, it will be deemed that you accept the revisions. We recommend that you check this page regularly to ensure that you are agreeable to the terms.

11. GRIEVANCE OFFICER

We have appointed a Grievance Officer to address any concerns or grievances that you may have regarding the collection, use, processing, handling, storage, disclosure or transfer of your Personal Information. If you have any such grievances, please write to our Grievance Officer:

Name:

Mail Display Name:

Email ID:

Phone No:

and our officer will attempt to resolve your concern or grievance in a timely manner.

Date of Last Revision: [●]

COOKIE POLICY

This Cookie Policy applies to everyone who visits the Bajaj Electricals (*hereinafter*, referred to as “**website**”), irrespective of whether the user creates an account on the website or not.

We use cookies to collect certain information from all users to help us monitor metrics that help us with our operations. These may include:

- Geo-location.
- Internet Protocol address.
- Browser and device information, including operating system.
- Aggregated data helps us track website traffic, page views, impressions, entry and exit points for the website, where the user came from, etc.

None of this information is personally identifiable, which means it cannot be linked to you.

We do not collect any personally identifiable information until you create an account on the website.

Date of Last Revision: [●]